

real time +onscreen



artwork specifications

Advertisements should be supplied

- 1) **up to 6MB by EMAIL** to gail@realttimearts.net
- 2) **over 6MB by http://www.sendspace.com/** or similar free FTP program (simple instructions are on the sites)
- 3) **FTP** directly to our site. Contact gail@realttimearts.net for settings.

Files should be:

- **CMYK PDF files** - print/press optimised 300dpi with fonts & images embedded. *(For designs with complex transparencies it is recommended that you make an eps or postscript file and then PDF using Adobe Distiller, rather than simply exporting to PDF.)*
- **JPG/TIFF files** 300dpi. *Please note, due to rasterisation this format may result in slightly lower quality reproduction than a PDF*
- **Correct size as booked, NO bleed (unless back cover), NO crop marks**
- **Correct format as booked ie Mono (greyscale) or CMYK Colour.** Please set any **spot colours** to separate to CMYK. **See ink limits opposite.**

artwork services

RealTime also offers artwork design services through inhouse designer Gail Priest.

Starting from \$66 inc gst for an 1/8 & 1/4 page layout.

All you need to supply is the copy, logos and image if required.

gail priest

tel/fax 61 2 9810 7818

gail@realttimearts.net

virginia baxter

tel 61 2 9332 4549

fax 61 2 9361 6154

virginia@realttimearts.net

important design guidelines

RealTime is printed on Norstar 55gsm paper stock using cold set (web offset) printing. The cover is printed on Sappigloss 104gsm.

Following these specifications is essential:

• **TOTAL CMYK INK LIMITS - 215% ***

In order to avoid smudging please make sure that the ink limit (ink density) of CMYK block colours & images **does not exceed 215%**.

(ie Cyan=40, M=40, Y=40, K=90 Total saturation = 210% - keeping the black ink at 90% rather than 100% is also suggested in rich blacks).

We suggest using the US Web (SWOP) Uncoated Colour settings then adjusting ink densities back to 215% .

* **For ads booked on Back Cover/IBC/IFC, the ink limit is 280%**, as this is printed on coated stock. (Use US Web (SWOP) Coated profile.)

There may be a discrepancy between colours on your screen and their appearance in CMYK inks on news stock. To get a closer idea as to how your colours will print use US Web (SWOP) Uncoated Colour settings in your layout and editing programs.

For further detailed instructions on colour settings and correcting go to www.realttimearts.net/designtips

• **FONT SIZES (no smaller than 12pt bold in reverse)**

If using full reverses (ie white or coloured text on a solid background of more than one ink) **do not use fonts below 12pt bold.** Fine detail in small logos will also be difficult to read. If this is an issue, we suggest making logos larger.

Please avoid using 4-ink colours for fonts smaller than **12pt bold** as they may appear blurry. Adding a .5 black outline also assists with accurate registration.

We suggest that for best results:

- > purer colours print more vibrantly than solid blacks.
- > use images with high contrast as subtle tones may be lost
- > Sparser copy is often more effective.

Please contact Gail for assistance if you are having difficulties with these specifications or if you would like to discuss your design ideas with us prior to placement.

For more information go to

www.realttimearts.net/designtips

or call gail on 02 9810 7818